R.J. Reynolds Tobacco Company

LB
KW
HK
AE

J.A. MORRIS
Senior Chain Accounts Manager

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September 7, 1993

TO:

R.J. O'Rourke	R.L. VanSickle
J.H. Casey	D.L. James
G.B. Brown	F.J. DeJong
J.A. Miller	F.L. Maney
P.J. Gilotty	C.M. Uffindell
F.V. Natale	D.M. Comer
R.A. Ridge	A.J. Tress
R.R. Steele	M.J. Hammond

SUBJECT: ***Winston Select Floor Base Authorization***

Gentlemen:

Mr. Frank Pelczar, Buyer for Acme Markets, has authorized the Winston Select Floor Base for all stores that would like to participate in this program. Acme Store managers have the final decision and should be presented this program. (See attached bulletin issued by Acme Markets.)

- SIS reporting should be entered into handheld as Select Floor Base Display (Headquarter Payment).

Thank you for your ongoing assistance with this chain.

Warm regards,

Jim

J. A. Morris

JAM:des
Attachment

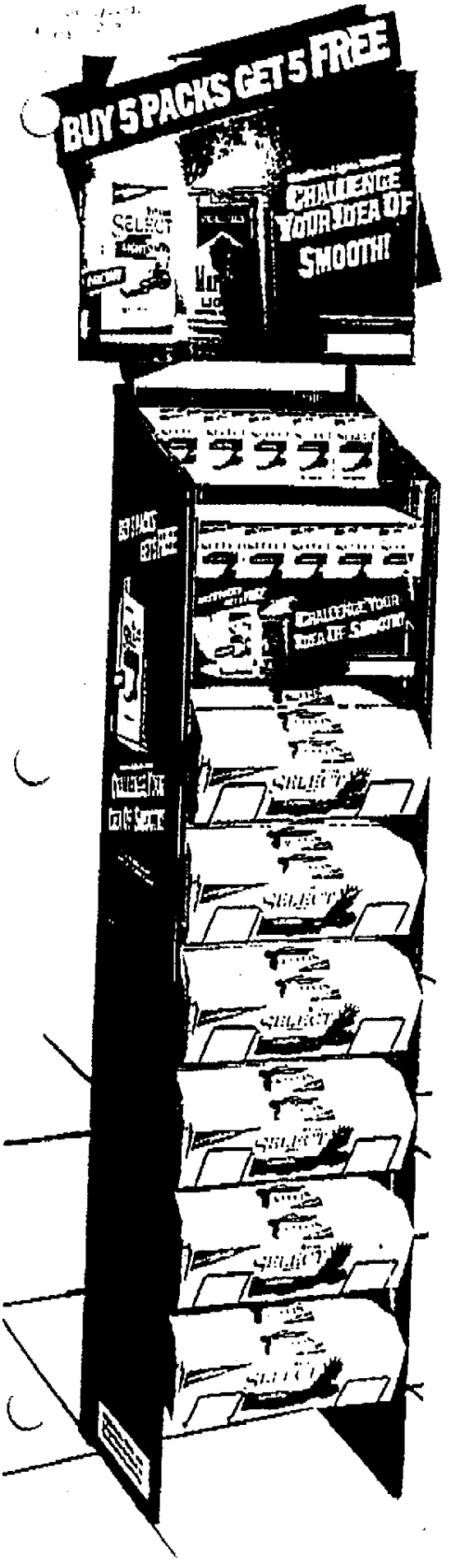
JAM:des

cc: M.A. Young
J.P. Renehan
E.S. Riggs
P.E. Schmidt
R.C. Farmer

51854 1259

"We work for smokers."

Source: https://www.industrydocuments.ucsf.edu/docs/kfkn0000



WINSTON SELECT BUY 5 GET 5 FREE

R. J. REYNOLDS TOBACCO COMPANY IS INTRODUCING 4 NEW STYLES OF WINSTON SELECT LIGHTS INTO ACME MARKETS.

WINSTON SELECT LIGHTS WILL BE PROMOTED VIA A BUY 5 PACKS GET 5 PACKS FREE WITH CARTONS SALES, OR BUY 1 PACK GET 1 PACK FREE FOR PACKAGE SALES.

WINSTON SELECT LIGHTS TEMPORARY FLOOR DISPLAY HAS BEEN AUTHORIZED FOR THE WEEKS OF SEPTEMBER 13 AND SEPTEMBER 20, 1993.

PERFORMANCE REQUIREMENTS:

- INSTALL TEMPORARY WINSTON SELECT LIGHTS FLOOR BASE, MERCHANDISING PACKS AND CARTONS.

R. J. REYNOLDS REPRESENTATIVES WILL BE CONTACTING YOUR STORE IN THE NEAR FUTURE. PLEASE EXTEND YOUR USUAL FINE COOPERATION AND COURTESY TO THEM.

FRANK PELCZAR
MERCHANDISER
ACME MARKETS
SKYLINE DIVISION
1905 HORSESHOE ROAD
LANCASTER, PA 17601

51854 1260

Source: https://www.industrydocuments.ucsf.edu/docs/kfkn0000